

Partnering with ISA

You know cybersecurity matters, but do you know the facts?

With the global cost of data breaches surpassing \$2 Trillion in 2019*, cybersecurity clearly matters. Cybersecurity is also complex and managing security services requires investing in expensive infrastructure. For many technology solutions and services providers, it's challenging or simply too costly to support their clients' cybersecurity needs. Here are some of the facts:



More than 60% of all online attacks are targeted at the SMB market^o



75% of companies admit they do not have a formal cybersecurity incident response plan[†]



There is a global shortage of 3 million people to work in cybersecurity today[‡]

Selling ISA services

Whether your client needs basic protection or is looking for a more mature cybersecurity posture, the ISA Infinity Partner Program offers state-of-the-art hosted services, like **PROTECT (EDR)**, **RADAR**, and **TRAIN**, as well as critical professional services such as Penetration Testing or Vulnerability Assessments to help your client achieve their goals. As an ISA Infinity Partner, you can position these services to your client and ISA will take care of the delivery. If you have a client that is already breached, ISA has a world-class Incident Response team to help. Through our strategic partnership with Ingram Micro, selected services are distributed to the Ingram Micro reseller network. Their dedicated team is ready to support you as you grow your cybersecurity practice.

*Cyber Crime Costs Projected To Reach \$2 Trillion by 2019 (Forbes.com, 2016) ^oNo Business Too Small to Be Hacked (nytimes.com, 2016) [†]Hacked: How Business Is Fighting Back Against the Explosion in Cybercrime (fortune.com, 2017) [‡]Cybersecurity Skills Shortage Soars, Nearing 3 Million (isc2.org, 2018)

Infinity partnership levels:

The program differentiates between 3 partnership levels, based on your business objectives, our proactive engagement, and demonstrable results.



Galaxy Partner:

- + Elite level partnership – by invite only – based on a strategic partnership with ISA
- + Eligible to resell ISA Infinity Services, including ISA services available through Ingram Micro.
- + Comprehensive benefits, including joint business planning and the opportunity to receive additional partner discounts.



Journey Partner:

- + Advanced level partnership, based on a proactive relationship with ISA; the partner owns the client relationship.
- + Eligible to resell ISA Infinity Services, including ISA services available through Ingram Micro.
- + Multiple benefits, including access to ISA training and the opportunity to register deals to receive additional partner discounts.



Discovery Partner:

- + Entry level partnership, based on an ad-hoc relationship with ISA; ISA owns the client relationship.
- + Eligible to receive referral fees by positioning ISA services after ISA has successfully closed a net new opportunity.
- + Basic benefits, including access to program resources and technical support.



Benefits and requirements

- + **Partner discounts or referral fees:** ISA provides Journey and Galaxy partners with upfront discounts and Discovery partners with referral fees.
- + **Partner resources:** All partners have access to customized non-public content through the ISA website and the Ingram Micro team.
- + **Technical support:** Our partners' success is our success. All ISA partners can get technical support.
- + **Joint marketing and MDF:** Partners have access to customized marketing tools and resources that will help you position and market your solutions and technical leadership. With selected partners, ISA wants to invest in co-marketing campaigns and activities.
- + **Deal registration:** As a benefit for creating net new opportunities, we will provide an additional incentive on approved registrations. ISA offers different levels of additional discount based on the Partner's level and nature of the ISA services. Deal registration discounts are not available to Discovery Partners.
- + **ISA training:** We understand that ongoing enablement and training is needed for success. We support Journey and Galaxy partners' growth of your cybersecurity businesses through periodical training.
- + **Joint business plan:** Success is the result of a joint effort between partners. We believe planning and progress reviews with our top partners make for the best and most profitable relationships.
- + **Consumption-based licensing:** Galaxy partners can offer a flexible licensing model, which requires an on-boarding fee.
- + **Formal partner agreement:** Regardless of Partner level, all partners must sign the ISA Infinity Partner Agreement to receive benefits from the program. Agreements will be automatically renewed on a yearly basis until either terminated by ISA or the Partner.
- + **Quarterly sales training:** To help grow our partners and ensure client satisfaction, we provide periodic sales training of ISA's security services.
- + **Business reviews:** ISA and top partners will create- joint business plans that outline the path to success on both sides. This is designed to ensure the partner's goals are aligned with ISA's strategic vision. Progress reviews are done periodically.
- + **Annual deal commitment:** For the Galaxy partnership level, ISA invites partners who build a plan to meet an annual deal minimum.

ISA Reseller Benefits	Discovery	Journey	Galaxy
Partner discounts or referral fees	+	+	+
Partner resources	+	+	+
Technical support	+	+	+
Joint marketing & MDF*		+	+
Deal registration		+	+
ISA training		+	+
Joint business plan			+
Consumption-based licensing			+
ISA Reseller Requirements	Discovery	Journey	Galaxy
Formal partner agreement	+	+	+
Quarterly sales training		+	+
Quarterly business review		+	
Monthly business review			+
Annual deal commitment			+

*MDF is available only for Galaxy Partners to invest in activities included in the Joint Business Plan.

